

## Edited (Tracked)

~~Caffè Nero is a European style coffee shop brand, headquartered in London. The company was founded in 1997 by Gerry Ford. At present, the company has more than 825 cafes in the world. The company of Caffè Nero is headquartered in London with nearly 825 cafes across the globe. Gerry Ford founded this European-style coffee shop brand in 1977.~~

~~Caffè Nero not only because of its high quality coffee to get many honors, but also its Italian style store. In 2005, Caffè Nero was named the 20th fastest growing company by Business Week Magazine. Caffè Nero continued to experience rapid growth and by January 2015 it had registered 69 consecutive quarters of positive like for like sales and EBITDA growth. In 2013 and 2014, it was named in the Top Track 250 by The Sunday Times. The company believes its success is primarily due to its record of providing the best tasting coffee on the high street. The Italian style cafe with its high quality coffee has earned several honours. The Business Week Magazine named Caffè Nero in 2005 as the 20th fastest growing company. Since, then, rapid growth has characterized Caffè Nero, which in sales and EBITDA growth registered 69 consecutive quarters of positive progress by January 2015. Subsequently, in the year 2013 and 2014, the Sunday Times named it in the prestigious Top Track 250. The company attributes the rapid growth and success to continual and consistent provision of the best tasting coffee on the high street.~~

~~it was rated by Allegra Strategies as having the highest coffee quality among coffee brands in the UK for eight years consecutively. The customers of Caffè Nero are all coffee lovers and according to the following research carried out by Allegra Consumer Group, Caffè Nero has been found as an overall winner in all criteria of customer satisfaction.~~

~~In addition, Allegra Strategies rated it to present highest quality coffee in comparison with other coffee brands for eight years consecutively in the UK. Caffè Nero follows a loyal patronage of coffee lovers and Allegra Consumer Group reported post a survey that in all the criteria of customer satisfaction, Caffè Nero emerged as the overall winner.~~

**Formatted:** Font: (Default) Times New Roman, 12 pt, English (United Kingdom)

**Formatted:** Line spacing: Multiple 1.15 li

**Formatted:** Default Paragraph Font, Font: (Default) Times New Roman, 12 pt, Not Bold, Font color: Auto, English (United Kingdom), Pattern: Clear

**Formatted:** English (United Kingdom)

**Formatted:** Font: (Default) Times New Roman, 12 pt, English (United Kingdom)

**Formatted:** Font: (Default) Times New Roman, 12 pt, English (United Kingdom)

**Formatted:** English (United Kingdom)

**Formatted:** Font: (Default) Times New Roman, 12 pt, English (United Kingdom)

**Formatted:** English (United Kingdom)

**Formatted:** Font: (Default) Times New Roman, 12 pt, English (United Kingdom)

**Formatted:** English (United Kingdom)

**Formatted:** Font: (Default) Times New Roman, 12 pt, English (United Kingdom)

**Formatted:** English (United Kingdom)

**Formatted:** Font: (Default) Times New Roman, 12 pt, English (United Kingdom)

**Formatted:** Font: (Default) Times New Roman, 12 pt, Font color: Auto, English (United Kingdom)

**Formatted:** Font: (Default) Times New Roman, 12 pt, English (United Kingdom)

**Formatted:** English (United Kingdom)

**Formatted:** Font: (Default) Times New Roman, 12 pt, English (United Kingdom)

**Formatted:** English (United Kingdom)

**Formatted:** Font: (Default) Times New Roman, 12 pt, Font color: Auto, English (United Kingdom)

**Formatted:** English (United Kingdom)

**Formatted:** Font: (Default) Times New Roman, 12 pt, Font color: Auto, English (United Kingdom)

**Formatted:** Font: (Default) Times New Roman, 12 pt, English (United Kingdom)



**Promotion:** To promote Caffe Nero, one of the ideal promotion channels would be advertisements broadcasts on television within family programs. This will ensure a brand recognition, which will supplement the already existent brand popularity. Although, for initial entry into the advertising space in retail coffee, the company would need to invest high capital.

Formatted: English (United Kingdom)

Formatted: Font: (Default) Times New Roman, 12 pt, Font color: Auto, English (United Kingdom)

~~Physical layout — the design of the Caffe Nero shops should be of high quality and create friendly atmosphere that can attract customers and should be worth the price it is charging for its products.~~  
**Physical layout:** To offer inviting and appealing setting, the interiors and the exteriors of the Caffe Nero, should adopt high quality friendly designs which match the prices of the products offered at the cafes.

Formatted: Justified, Line spacing: Multiple 1.15 li

~~Provision of customer service — Customer service lies in the heart of retail, therefore, it is an essential part of the business. Caffe Nero should offer top quality and friendly customer service to its customers.~~  
**Customer service:** The success of retail food industry is underpinned by customer service, which constitutes an integral part of the business and correspondingly, it is imperative that Caffe Nero ensures to its customers top quality and friendly customer service.

Formatted: Line spacing: Multiple 1.15 li

~~And in the case of Caffe Nero, company and its directors are trying to create a continental coffee house atmosphere, creating a friendly place rather than a fast food experience. Moreover, the company intends to integrate into the local environment and culture, where customers feel comfortable meeting friends and working on the computer.~~

As evident at the Caffe Nero Company, a continental coffee house atmosphere creation is the focus of the company and its directors. The company is more oriented towards establishing a feel of an elite friendly place as against a fast food experience. In addition, the company is also intent on integrating the local culture and environment, with its operations, to ensure that the customers are encouraged to meet with friend and work on their computers at the cafes.

Formatted: Font: (Default) Times New Roman, 12 pt, English (United Kingdom)

Formatted: Font: (Default) Times New Roman, 12 pt, Font color: Auto, English (United Kingdom)

Formatted: English (United Kingdom)

Formatted: Font: (Default) Times New Roman, 12 pt, Font color: Auto, English (United Kingdom)

Formatted: English (United Kingdom)

Formatted: Font: (Default) Times New Roman, 12 pt, Font color: Auto, English (United Kingdom)



## Edited (Clean)

The company of Caffè Nero is headquartered in London with nearly 825 cafes across the globe. Gerry Ford founded this European-style coffee shop brand in 1977.

The Italian style cafe with its high quality coffee has earned several honours. The Business Week Magazine named Caffè Nero in 2005 as the 20th fastest growing company. Since, then, rapid growth has characterized Caffè Nero, which in sales and EBITDA growth registered 69 consecutive quarters of positive progress by January 2015. Subsequently, in the year 2013 and 2014, the Sunday Times named it in the prestigious Top Track 250. The company attributes the rapid growth and success to continual and consistent provision of the best tasting coffee on the high street.

In addition, Allegra Strategies rated it to present highest quality coffee in comparison with other coffee brands for eight years consecutively in the UK. Caffè Nero follows a loyal patronage of coffee lovers and Allegra Consumer Group reported post a survey that in all the criteria of customer satisfaction, Caffè Nero emerged as the overall winner.

Moreover, the Arts and Caffè Nero have presented a close association, for over a decade. Numerous exhibits and works of the likes of Tate Modern, Tate Britain, National Portrait Galleries, The Royal Shakespeare Company, The British Museum, The Ashmolean Museum, The Italian Cinema London and on a more local level smaller organisations have been supported by the company. The unbiased love for art by the Caffè Nero is also evident in the support it extends to unsigned and young musicians.

At Caffè Nero, not only does each coffee house serves up crafted coffee, but in addition, it provides beautiful ambience for meetings including workspace gatherings, or even hideaway from the routine. The uniqueness of every Caffè Nero can be attributed to the striking interiors like original fireplaces, and exquisite staircases, windows and shutters amongst other gorgeous features. Caffè Nero lays as much emphasis on the interiors, and the furnishings including furniture as it accords to a high-standard coffee. The cafes, orient towards emulate a contemporary feel with foundations in classic styles. This renders the coffee houses a calm and contemplative as well as vibrant and alive character. Thus, ensuring an environment quality, which takes on the characteristics of guests.



**Promotion:** To promote Caffe Nero, one of the ideal promotion channels would be advertisements broadcasts on television within family programs. This will ensure a brand recognition, which will supplement the already existent brand popularity. Although, for initial entry into the advertising space in retail coffee, the company would need to invest high capital.

**Physical layout:** To offer inviting and appealing setting, the interiors and the exteriors of the Caffe Nero, should adopt high quality friendly designs which match the prices of the products offered at the cafes.

**Customer service:** The success of retail food industry is underpinned by customer service, which constitutes an integral part of the business and correspondingly, it is imperative that Caffe Nero ensures to its customers top quality and friendly customer service.

As evident at the Caffe Nero Company, a continental coffee house atmosphere creation is the focus of the company and its directors. The company is more oriented towards establishing a feel of an elite friendly place as against a fast food experience. In addition, the company is also intent on integrating the local culture and environment, with its operations, to ensure that the customers are encouraged to meet with friend and work on their computers at the cafes.



## Original Draft

Caffè Nero is a European-style coffee shop brand, headquartered in London. The company was founded in 1997 by Gerry Ford. At present, the company has more than 825 cafes in the world.

Caffè Nero not only because of its high quality coffee to get many honors, but also its Italian style store. In 2005, Caffè Nero was named the 20th fastest growing company by Business Week Magazine. Caffè Nero continued to experience rapid growth and by January 2015 it had registered 69 consecutive quarters of positive like for like sales and EBITDA growth. In 2013 and 2014, it was named in the Top Track 250 by The Sunday Times. The company believes its success is primarily due to its record of providing the best tasting coffee on the high street.

it was rated by Allegra Strategies as having the highest coffee quality among coffee brands in the UK for eight years consecutively, The customers of Caffè Nero are all coffee lovers and according to the following research carried out by Allegra Consumer Group, Caffè Nero has been found as an overall winner in all criteria of customer satisfaction.

Caffè Nero has fostered a relationship with the Arts for over a decade. The company has supported a number of exhibits and works with the likes of Tate Britain, Tate Modern, the Royal Shakespeare Company, National Portrait Galleries, Ashmolean Museum, The British Museum, Italian Cinema London and smaller organisations on a more local level. Caffè Nero also supports unsigned and young musicians.

Each coffee house is not only designed to serve up crafted coffee, but also serve as a meeting place, workspace or hideaway. Here's why every Caffè Nero is unique. We look to restore the natural beauty found in each building; showcasing stunning window features, shutters, staircases and original fireplaces. We'd no sooner fill our coffee houses with mass-produced furniture than we would serve sub-standard coffee. We try to ensure that everything in our stores has its roots in classic design but also feels contemporary. That's why our coffee houses can be vibrant and alive but also calm and contemplative. Like any living environment, each venue adapts to the people within.

[www.writesmartly.com](http://www.writesmartly.com)



**Promotion** – One of the best channels of promotion for Caffe Nero will be broadcasting its advertisements within family programs on TV. Moreover, as the name is already famous, it will benefit from brand recognition, however, needs to spend heavily in the early stages of market entry.

**Physical layout** – the design of the Caffe Nero shops should be of high quality and create friendly atmosphere that can attract customers and should be worth the price it is charging for its products.

**Provision of customer service** – Customer service lies in the heart of retail, therefore, it is an essential part of the business. Caffe Nero should offer top quality and friendly customer service to its customers.

And in the case of Caffe Nero, company and its directors are trying to create a continental coffee house atmosphere, creating a friendly place rather than a fast food experience. Moreover, the company intends to integrate into the local environment and culture, where customers feel comfortable meeting friends and working on the computer.